

FLORICULTURE CROPS

Together, Connecticut and Massachusetts floriculture operations had 18.6 million square feet of greenhouse space under cover in 1998. This ranked eleventh in the nation, behind North Carolina with 18.8 million square feet. Individually, Massachusetts ranked 15th, while Connecticut ranked 20th.

Connecticut: The number of commercial growers increased by 20 from the previous year to 313 growers in 1998. Wholesale equivalent value of sales increased from \$59.9 million to \$65.1 million in 1998. Bedding/garden

plants were again the largest sales category with 83 percent of wholesale equivalent sales for operations with over \$100,000 in sales.

Massachusetts: The number of commercial growers increased slightly from 499 the previous year to 509 in 1998. Wholesale equivalent value of sales decreased from \$75.4 million to \$71 million in 1998. Bedding/garden plants were the largest sales category with 70 percent of wholesale equivalent sales for operations with over \$100,000 in sales.



FLORICULTURE CROPS: Growing Area by Type of Cover, 1989 - 1998

STATE & YEAR	Total Number of Growers	Glass Greenhouses	Fiberglass and Other Rigid Greenhouses	Film Plastic (Single/Multi) Greenhouses	Total Greenhouse Cover	Shade and Temporary Cover	Total Covered Area	Open Ground
	Number							
Connecticut - all known growers with \$10,000 or more in Floriculture sales								
1989	119	1,359	162	2,349	3,870	93	3,963	78
1990	138	899	217	2,853	3,969	41	4,010	95
1991	192	982	313	3,568	4,863	98	4,961	133
1992	211	1,236	432	3,928	5,596	61	5,657	164
1993	250	1,290	497	4,029	5,816	145	5,961	196
1994	239	1,326	362	4,232	5,920	99	6,019	144
1995	267	1,360	506	4,253	6,119	150	6,269	210
1996	252	1,316	546	4,287	6,149	220	6,369	168
1997	293	1,431	837	5,429	7,697	282	7,979	329
1998	313	1,701	921	5,743	8,365	326	8,691	444
Massachusetts - all known growers with \$10,000 or more in Floriculture sales								
1989	236	2,262	873	3,311	6,446	58	6,504	159
1990	233	2,116	840	3,275	6,231	102	6,333	161
1991	220	2,159	724	3,735	6,618	87	6,705	148
1992	362	2,289	1,249	4,795	8,333	171	8,504	247
1993	438	2,188	1,549	5,461	9,198	71	9,269	238
1994	395	2,101	1,408	5,097	8,606	111	8,717	201
1995	447	2,214	1,349	6,119	9,682	174	9,856	322
1996	416	2,202	1,239	6,006	9,447	181	9,628	319
1997	499	1,937	1,180	7,051	10,168	155	10,323	388
1998	509	1,875	1,192	7,169	10,236	189	10,425	469
Connecticut - all known growers with \$100,000 or more in Floriculture sales								
1993	76	1,082	191	2,746	4,019	80	4,099	117
1994	77	1,113	128	2,973	4,214	60	4,274	92
1995	87	1,156	239	2,918	4,313	65	4,378	105
1996	95	1,137	255	3,081	4,473	160	4,633	119
1997	106	1,118	525	4,131	5,774	254	6,028	207
1998	112	1,297	571	4,421	6,289	285	6,574	321
Massachusetts - all known growers with \$100,000 or more in Floriculture sales								
1993	111	1,530	1,143	2,838	5,511	22	5,533	115
1994	121	1,653	1,009	3,109	5,771	51	5,822	104
1995	136	1,740	906	4,024	6,670	116	6,786	134
1996	140	1,865	972	4,116	6,953	118	7,071	163
1997	146	1,545	912	4,210	6,667	15	6,682	208
1998	160	1,547	929	4,761	7,237	99	7,336	291

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1989 - 1998

(1989 summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)
 (1990-1998 summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

STATE & YEAR	Total Cut Flowers	Total Potted Flowering Plants	Total Foliage for Indoor or Patio Use	Total Bedding/Garden Plants	Total Cut Cultivated Greens	Total Wholesale Value of Reported Crops
	1,000 Dollars					
Connecticut						
1989	4,030	5,437	2,161	16,186	2/	27,814
1990	1,404	4,057	2/	13,581	2/	21,223
1991	1,572	5,757	2,130	19,673	27	29,159
1992	1,564	5,716	2,012	20,325	--	29,617
1993	1,999	7,244	2,782	20,981	--	33,006
1994	1,421	7,343	2,439	22,974	--	34,177
1995	1,611	6,728	2,798	27,419	--	38,556
1996	1,742	7,166	2,346	31,439	--	42,693
1997	1,630	6,369	1,071	43,084	--	52,154
1998	1,617	7,298	663	47,701	--	57,279
Massachusetts						
1989	8,536	11,623	2,985	19,192	2/	42,356
1990	6,780	9,279	2/	11,770	2/	29,828
1991	8,140	7,369	1,830	11,582	--	28,921
1992	7,821	9,784	2,174	17,581	--	37,360
1993	7,997	8,765	1,599	21,510	--	39,871
1994	5,800	10,186	1,257	23,602	--	40,845
1995	6,645	11,491	3,531	36,130	--	57,797
1996	6,030	11,765	3,310	35,655	--	56,760
1997	5,200	9,311	3,726	41,740	--	59,977
1998	4,450	9,002	3,611	39,827	--	56,890

^{1/} Wholesale equivalent value of all sales for all crops except potted foliage plants; for potted foliage plants, value is based on net value of sales.

^{2/} Not published to avoid disclosing individual operations.

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1992-1998

(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)

STATE	\$10,000 to \$19,999	\$20,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$499,999	\$500,000 or More	Total	Expanded Wholesale Value ^{1/}
	Number							\$1,000 Dollars
Connecticut								
1992	26	44	10	49	64	18	211	35,452
1993	44	43	20	67	60	16	250	40,881
1994	46	35	15	66	58	19	239	41,542
1995	54	41	24	61	64	23	267	46,251
1996	43	37	25	52	68	27	252	49,473
1997	60	44	22	61	77	29	293	59,939
1998	61	68	19	53	89	23	313	65,064
Massachusetts								
1992	47	85	34	98	72	26	362	49,495
1993	70	106	33	118	85	26	438	54,436
1994	60	67	28	119	91	30	395	53,940
1995	70	80	30	131	102	34	447	72,422
1996	61	64	37	114	108	32	416	69,810
1997	88	99	45	121	117	29	499	75,367
1998	104	115	23	107	129	31	509	70,960

^{1/} Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales between \$10,000 - \$99,999. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants,
Production for 1997 - 1998 with 1999 Intentions**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold						Pots Intended for 1999
			Less Than 5 Inch		5 Inch or More		Total		
	1997	1998	1997	1998	1997	1998	1997	1998	
	Number		1,000 Pots						1,000 Pots
Potted Flowering Plants									
Florist Chrysanthemums	14	11	31	12	66	85	97	97	101
Cyclamens ^{1/}	--	--	--	--	--	--	--	--	--
Finished Florist Azaleas	6	7	1/	1/	1/	1/	12	18	17
Easter Lilies	26	25	1/	1/	1/	1/	104	195	199
Poinsettias	46	47	181	191	675	615	856	806	837
African Violets ^{1/}	--	--	--	--	--	--	--	--	--
Kalanchoe ^{1/}	--	--	--	--	--	--	--	--	--
Orchids ^{1/}	--	--	--	--	--	--	--	--	--
Other Flowering Plants	24	37	266	343	231	568	497	911	925
Potted Bedding/Garden Plants									
Hardy/Garden Chrysanthemums	56	63	81	164	1,154	1,272	1,235	1,436	1,489
Geraniums (Cuttings)	63	72	558	781	221	241	779	1,022	970
Geraniums (Seed)	12	15	1/	1/	1/	1/	386	504	502
Impatiens	17	16	28	22	16	40	44	62	61
New Guinea Impatiens	53	61	373	484	122	126	495	610	617
Petunias	14	15	25	83	10	61	35	144	141
Other Flowering & Foliar Type Bedding Plants	56	73	2,229	2,158	4,033	4,550	6,262	6,708	6,890
Vegetable Type Bedding Plants ^{1/}	--	--	--	--	--	--	--	--	--

^{1/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants,
Sales, Price and Value for 1997 - 1998**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}	
			Less Than 5 Inch		5 Inch or More			
	1997	1998	1997	1998	1997	1998	1997	1998
	Percent		Dollars				1,000 Dollars	
Potted Flowering Plants								
Florist Chrysanthemums	96	90	1.39	1.26	3.56	2.96	278	267
Cyclamens ^{2/}	--	--	--	--	--	--	--	--
Finished Florist Azaleas ^{3/}	96	97	2/	2/	3.80	3.48	46	63
Easter Lilies ^{3/}	89	95	2/	2/	4.23	3.46	440	675
Poinsettias	93	91	1.81	1.91	3.65	3.97	2,791	2,806
African Violets ^{2/}	--	--	--	--	--	--	--	--
Kalanchoe ^{2/}	--	--	--	--	--	--	--	--
Orchids ^{2/}	--	--	--	--	--	--	--	--
Other Flowering Plants	66	75	2.34	2.02	4.44	2.98	1,648	2,386
Potted Bedding/Garden Plants								
Hardy/Garden Chrysanthemums	86	81	1.14	1.02	1.99	1.89	2,389	2,571
Geraniums (Cuttings)	60	59	1.64	1.56	3.27	2.56	1,638	1,835
Geraniums (Seed) ^{3/}	90	92	2/	2/	0.70	0.63	270	318
Impatiens	61	79	0.67	0.65	1.79	3.16	47	141
New Guinea Impatiens	85	77	1.22	1.15	2.04	2.41	704	860
Petunias	77	84	1.07	0.94	1.44	1.96	41	198
Other Flowering & Foliar Type Bedding Plants	39	40	1.15	1.39	3.17	3.43	15,348	18,606
Vegetable Type Bedding Plants ^{2/}	--	--	--	--	--	--	--	--

^{1/} Wholesale equivalent value of all sales.

^{2/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Production for 1997 - 1998 with 1999 Intentions**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity			1999 as Percent of 1998
	1997	1998	Sold		Intended 1999	
			Number	1998		1997
Bedding/Garden Plants (Flats)	Number		1,000 Flats			Percent
Geranium	13	9	46	38	35	92
Impatiens	56	65	460	478	476	100
New Guinea Impatiens	14	11	39	20	19	95
Petunias	61	65	219	181	181	100
Other Flowering & Foliar Type Bedding Plants	69	81	1,180	1,503	1,498	100
Vegetable Type Bedding Plants	53	45	366	230	216	94
Hanging Baskets	Number		1,000 Baskets			Percent
Foliage	13	9	175	45	33	73
Geraniums	52	48	96	96	90	94
Impatiens	50	43	123	104	105	101
New Guinea Impatiens	58	55	171	137	137	100
Petunias	51	44	49	51	51	100
Other Flowering	74	74	306	461	474	103
Potted Foliage Plants	Number		1,000 Square Feet			Percent
	9	11	162	130	130	100

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Sales, Price and Value for 1997 - 1998**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

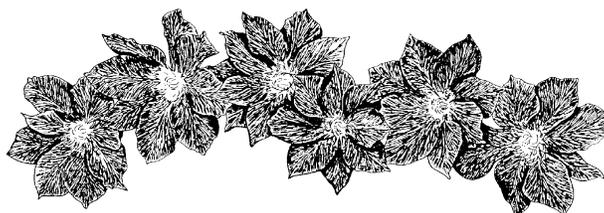
ITEM	Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	1997	1998	1997	1998	1997	1998
Bedding/Garden Plants (Flats)	Percent		Dollars		1,000 Dollars	
Geranium	88	96	9.32	9.69	429	368
Impatiens	90	85	7.04	6.25	3,238	2,988
New Guinea Impatiens	79	79	9.47	9.90	369	198
Petunias	90	84	7.57	6.41	1,658	1,160
Other Flowering & Foliar Type Bedding Plants	79	89	6.68	6.64	7,882	9,980
Vegetable Type Bedding Plants	87	73	6.73	6.70	2,463	1,541
Hanging Baskets	Percent		Dollars		1,000 Dollars	
Foliage	91	93	3.73	4.91	653	221
Geraniums	74	75	5.51	5.89	529	565
Impatiens	86	90	5.53	5.28	680	549
New Guinea Impatiens	82	78	6.94	6.40	1,187	877
Petunias	79	75	5.78	6.10	283	311
Other Flowering	78	79	6.03	5.72	1,845	2,637
Potted Foliage Plants^{2/}	52	76	--	--	418	442

^{1/} Wholesale equivalent value of all sales.

^{2/} Value of sales is gross value of sales less cost of plant material purchased from other growers for growing on.

CONNECTICUT CUT FLOWER STATISTICS:

A detailed table for cut flowers by plant material is not included to avoid disclosure of individual operations.



**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants,
Production for 1997 - 1998 with 1999 Intentions**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold						Pots Intended for 1999
			Less Than 5 Inch		5 Inch or More		Total		
	1997	1998	1997	1998	1997	1998	1997	1998	
	Number		1,000 Pots						1,000 Pots
Potted Flowering Plants									
Florist Chrysanthemums	18	15	20	1/	75	1/	95	20	19
Cyclamens	19	18	47	48	30	24	77	72	65
Finished Florist Azaleas	14	15	9	1	18	16	27	17	16
Easter Lilies	40	40	1/	1/	1/	1/	267	311	264
Poinsettias	74	78	291	230	798	705	1,089	935	971
African Violets ^{1/}	--	--	--	--	--	--	--	--	--
Kalanchoe ^{1/}	--	--	--	--	--	--	--	--	--
Orchids ^{1/}	--	--	--	--	--	--	--	--	--
Other Flowering Plants	53	60	475	243	362	542	837	785	765
Potted Bedding/Garden Plants									
Hardy/Garden Chrysanthemums	83	91	82	82	1,025	958	1,107	1,040	1,086
Geraniums (Cuttings)	98	117	1,582	1,616	465	374	2,047	1,990	2,015
Geraniums (Seed)	39	40	1/	1/	1/	1/	895	699	748
Impatiens	43	46	381	371	64	56	445	427	429
New Guinea Impatiens	82	105	412	420	72	78	484	498	512
Petunias	33	46	93	66	47	59	140	125	129
Other Flowering & Foliar Type Plants	92	105	2,774	2,437	2,467	2,613	5,241	5,050	5,116
Vegetable Type Bedding Plants	42	47	514	476	93	141	607	617	627

^{1/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants,
Sales, Price and Value for 1997 - 1998**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}	
			Less Than 5 Inch		5 Inch or More			
	1997	1998	1997	1998	1997	1998	1997	1998
	Percent		Dollars				1,000 Dollars	
Potted Flowering Plants								
Florist Chrysanthemums ^{2/}	34	79	1.56	3/	4.57	4.18	374	84
Cyclamens	77	79	2.86	2.75	6.22	5.78	321	271
Finished Florist Azaleas	55	67	3.07	2.75	7.82	7.94	168	130
Easter Lilies ^{4/}	86	82	3/	3/	3.88	3.07	1,036	955
Poinsettias	65	58	1.42	1.40	4.98	5.00	4,387	3,847
African Violets ^{3/}	--	--	--	--	--	--	--	--
Kalanchoe ^{3/}	--	--	--	--	--	--	--	--
Orchids ^{3/}	--	--	--	--	--	--	--	--
Other Flowering Plants	73	81	1.31	1.46	4.40	4.43	2,215	2,756
Potted Bedding/Garden Plants								
Hardy/Garden Chrysanthemums	65	58	1.03	1.08	2.14	2.12	2,278	2,120
Geraniums (Cuttings)	68	66	1.46	1.69	3.45	3.70	3,914	4,115
Geraniums (Seed) ^{4/}	59	71	3/	3/	0.93	0.94	832	657
Impatiens	78	78	0.88	0.87	1.73	1.97	446	433
New Guinea Impatiens	67	60	1.51	1.42	3.63	2.90	883	823
Petunias	78	73	0.84	1.03	1.59	1.92	153	181
Other Flowering & Foliar Type Bedding Plants	88	82	1.33	1.24	3.29	3.25	11,806	11,514
Vegetable Type Bedding Plants	71	69	1.15	0.98	1.63	1.49	743	677

^{1/} Wholesale equivalent value of all sales.

^{2/} 1998 pot price is a weighted average of all pots reported to avoid disclosure of individual operations.

^{3/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

^{4/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 pm, June 8, 1999, National Agricultural Statistics Service, USDA.

**MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Production for 1997 - 1998 with 1999 Intentions**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity			1999 as Percent of 1998
	1997	1998	Sold		Intended 1999	
			1997	1998		
	Number		1,000 Flats			Percent
Bedding/Garden Plants (Flats)						
Geraniums	26	24	97	69	84	122
Impatiens	88	99	339	323	323	100
New Guinea Impatiens	22	20	21	17	17	100
Petunias	102	99	140	152	140	92
Other Flowering & Foliar Type Bedding Plants	101	115	989	1,001	1,012	101
Vegetable Type Bedding Plants	77	78	245	203	207	102
Hanging Baskets	Number		1,000 Baskets			Percent
Foliage	28	12	212	104	283	272
Geraniums	89	91	140	118	121	103
Impatiens	85	92	107	101	96	95
New Guinea Impatiens	75	89	116	118	115	97
Petunias	70	74	47	57	58	102
Other Flowering	113	105	451	358	366	102
Potted Foliage Plants	Number		1,000 Square Feet			Percent
	26	23	385	322	612	190

SOURCE: *Floriculture Crops*, 3:00 pm, June 8, 1999, National Agricultural Statistics Service, USDA.

**MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Sales, Price and Value for 1997 - 1998**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	1997	1998	1997	1998	1997	1998
Bedding/Garden Plants (Flats)						
Geraniums	44	58	9.64	8.78	935	606
Impatiens	50	39	7.62	7.54	2,583	2,435
New Guinea Impatiens	59	80	10.60	8.01	223	136
Petunias	53	47	7.72	7.50	1,081	1,140
Other Flowering & Foliar Type Bedding Plants	60	61	7.68	7.76	7,596	7,768
Vegetable Type Bedding Plants	45	55	9.49	9.29	2,325	1,886
Hanging Baskets						
Foliage	82	91	5.02	6.01	1,064	625
Geraniums	64	58	7.62	7.19	1,067	848
Impatiens	67	62	5.92	5.53	633	559
New Guinea Impatiens	80	68	7.49	6.81	869	804
Petunias	66	64	6.50	7.52	306	429
Other Flowering	76	76	6.80	7.53	3,067	2,696
Potted Foliage Plants^{2/}	95	88	--	--	2,662	2,986

^{1/} Wholesale equivalent value of all sales.

^{2/} Value of sales is gross value of sales less cost of plant material purchased from other growers for growing on.

SOURCE: *Floriculture Crops*, 3:00 pm, June 8, 1999, National Agricultural Statistics Service, USDA.

MASSACHUSETTS CUT FLOWER STATISTICS:
A detailed table for cut flowers by plant material is not included to avoid disclosure of individual operations.

